

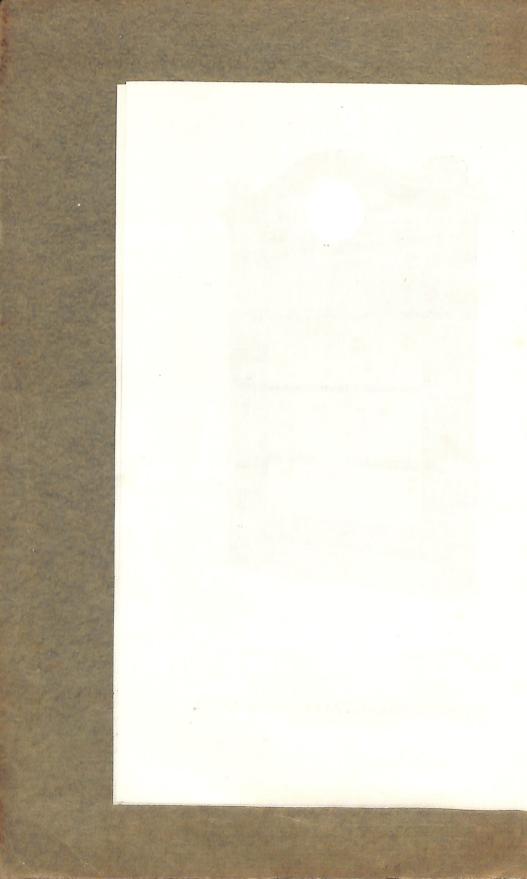


You cannot afford to hide the Goods you want to Sell.





THE WUNDERLICH SHOW CASE.



"GOODS WELL DIS-PLAYED ARE MORE THAN HALF SOLD."

Argument.

No doubt every business man accepts this truism of Paul Ferrant, still the difficulty remains as how to exhibit goods to the very best advantage without detriment to the goods themselves. It would be an easy matter to spread them upon an exposed shelf or counter in a tempting way, but apart from the risk of peculation, the trouble of deterioration is a serious consideration.

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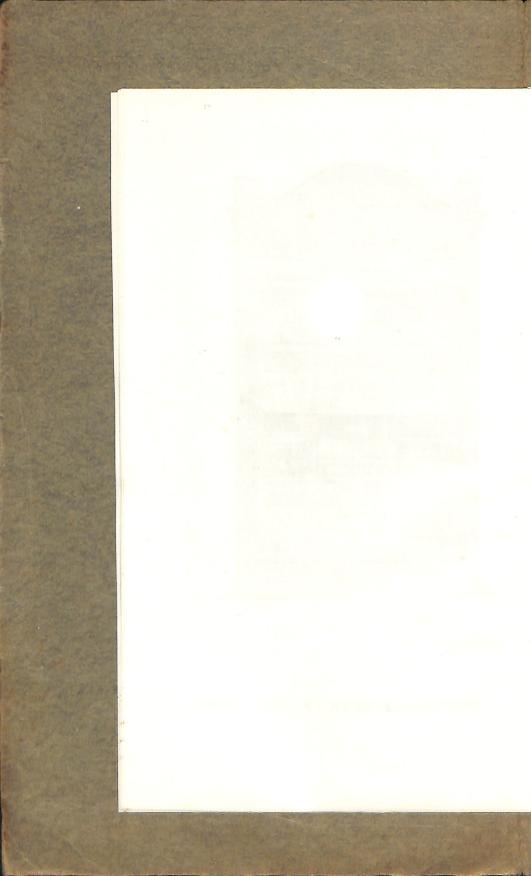
Argument-Continued.

To pack goods away in drawers or cupboards is simply to lose sales by the fact of their being unseen, but to place them in the handsomest and brightest of show-cases, artistic in design, brilliant in appearance, not only showing goods to the best advantage, but at the same time absolutely protecting them from damp, dust, and unnecessary handling is quite another thing, and this is the special province of the WUNDERLICH METAL and CRYSTAL SHOW-CASES. Though introduced but a few short months, they are to be found in chemists, jewellers, grocers and many other businesses that need to place attractive goods before their customers in an attractive way under WUNDERLICH CONDITIONS.

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THE WUNDERLICH SHOW CASE.



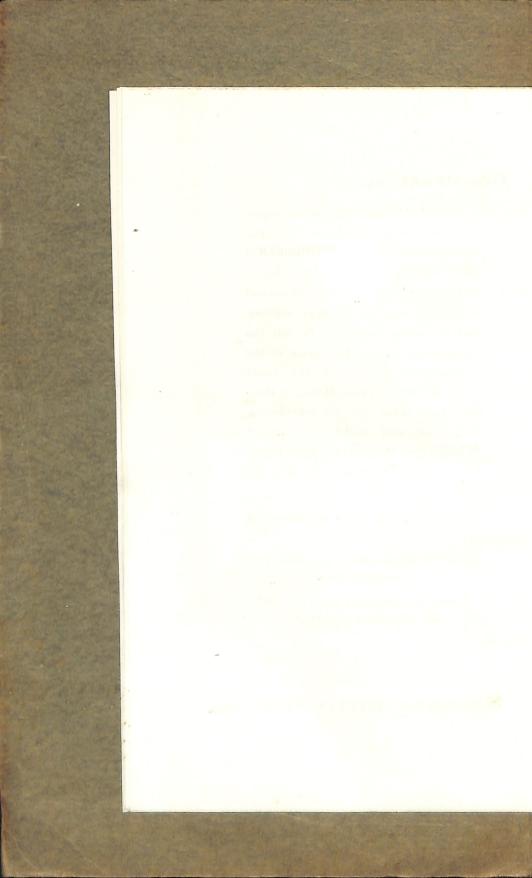
Construction.

The very highest grade of workmanship has been introduced into the manufacture of the WUNDERLICH SHOW-CASES, bringing into happy combination steel, copper and crystal in such a way as to leave nothing further to be desired. To tell the story better, a short description of the construction of one of the cases made for Messrs Lever Bros., of Sunlight Soap fame, who are introducing their new soap under the title of "PLANTOL," may be of interest, and by whose kind permission we give the following particulars.

The size of the cases as illustrated is:—

Outside Measurement 3ft. 4in. high, 2ft. wide. 6½in. deep.

Inside Measurement 2ft. 11in. high, 1ft. 10in. wide, 5in. deep.



Construction-Continued.

The body consists of stout steel—infinitely superior to wood—while all joints and angles are strong, true and accurate in construction. The ornamentation in embossed copper is both handsome and effective, every detail is clearly defined, constituting an exact replica of the original work of the Wunderlich artists. The designs represent native girls in their island home together with the indigenous plants used in the manufacture of the soap from which the name "PLANTOL" is derived.

Naturally, any appropriate design could be introduced as desired.

The finish of dull copper harmonises with the brilliant high relief of the embossing, adding additional charm to an already artistic effect. Here again

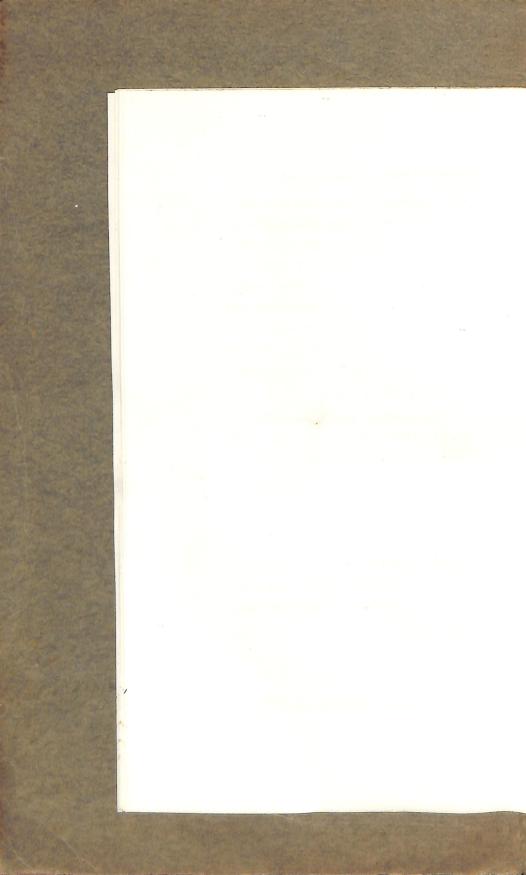


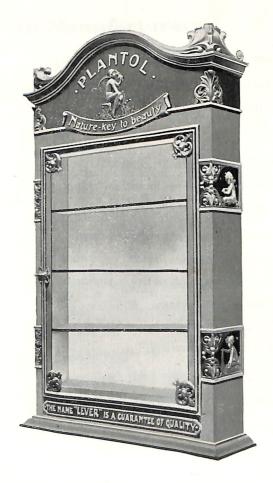
Construction-Continued.

the wishes of customers can be studied, as the finish may be arranged for in either brass, nickel, bright or oxidised silver plating, according to taste.

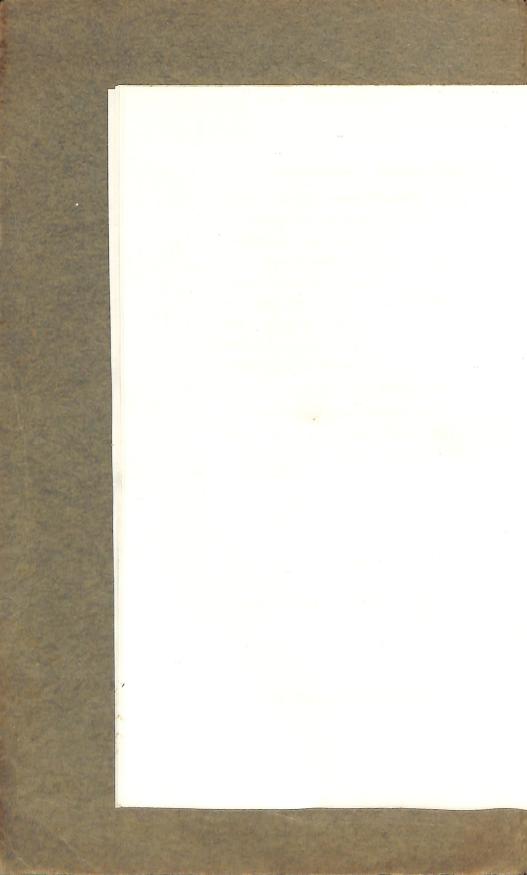
The door frame is of steel, embellished at each corner with embossed copper ornament, and contains a full sized panel of plate glass, while the fastening of the door is an ornamental bronze catch.

The interior, which measures 2ft. IIII. x Ift. Ioin. x 5in., has been treated with ivory white which together with four plate glass shelves with specially rounded edges set off the contents perfectly. These cases are provided with two stout lugs at back for hanging if required, ordinarily they may be stood anywhere in a prominent position, needing but very little space.



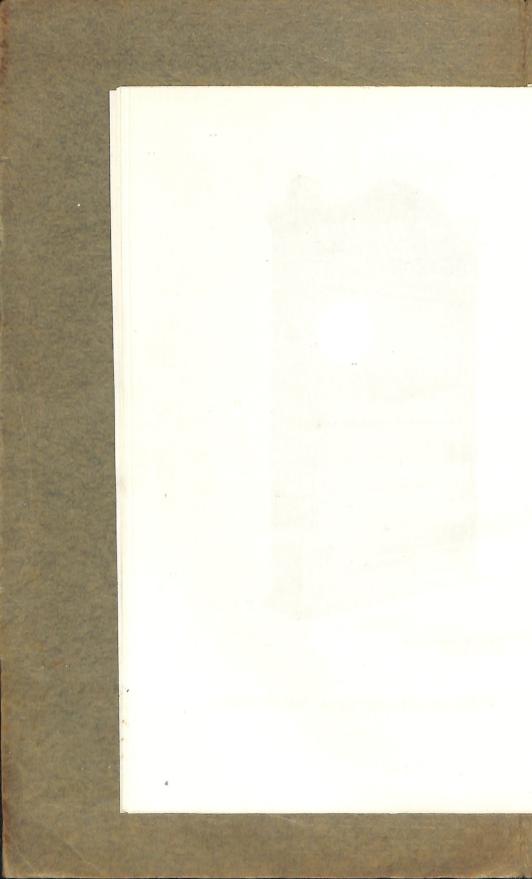


THE WUNDERLICH SHOW CASE.





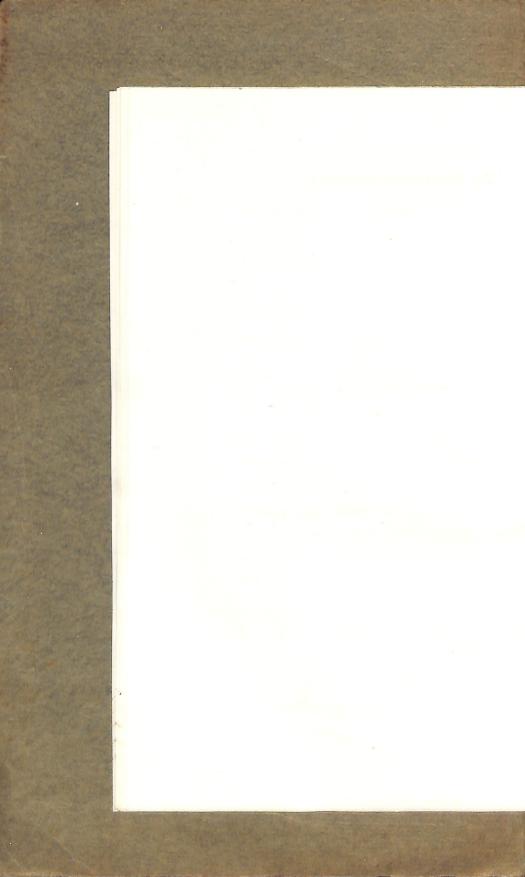
THE WUNDERLICH SHOW CASE.



To Manufacturers.

In introducing these cases to the notice of manufacturers, we feel very confident that they will find the results more than satisfactory.

Most business firms know that while the matter of selling specialties or proprietary articles to the retailer is comparatively simple, the difficulty of having them suitably and specially displayed in the establishment of the retailer is correspondingly difficult, and as "repeat orders" mainly depend upon the articles being brought directly under the vision of the public, the WUNDERLICH SHOW CASE solves the difficulty completely for the following reasons.



Reasons.

1st. An artistic decoration to any shop.

2nd. Absolute damp, dust and vermin proof.

3rd. So constructed that every portion is readily accessible.

4th. They enhance the appearance and make even ordinary goods most attractive.

5th. They are the best known silent ever-working salesmen for both the manufacturer and the retailer.

6th Goods are shewn to the greatest advantage, which means increased sales, since

"GOODS WELL DISPLAYED ARE MORE THAN HALF SOLD."



Further information, designs, specifications will be cheerfully supplied upon application to

The Wunderlich

Patent Ceiling @ Roofing Co. Ltd.

BAPTIST ST., REDFERN, SYDNEY, N.S.W.

Showrooms: ROYAL EXCHANGE BUILDINGS, 56 PITT STREET,

> Where specimen cases are on view, or at any of the undermentioned Agencies:



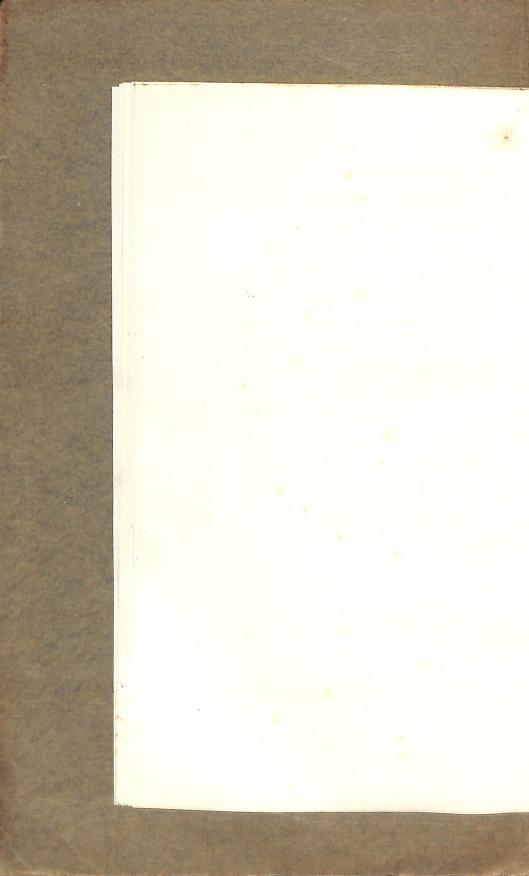


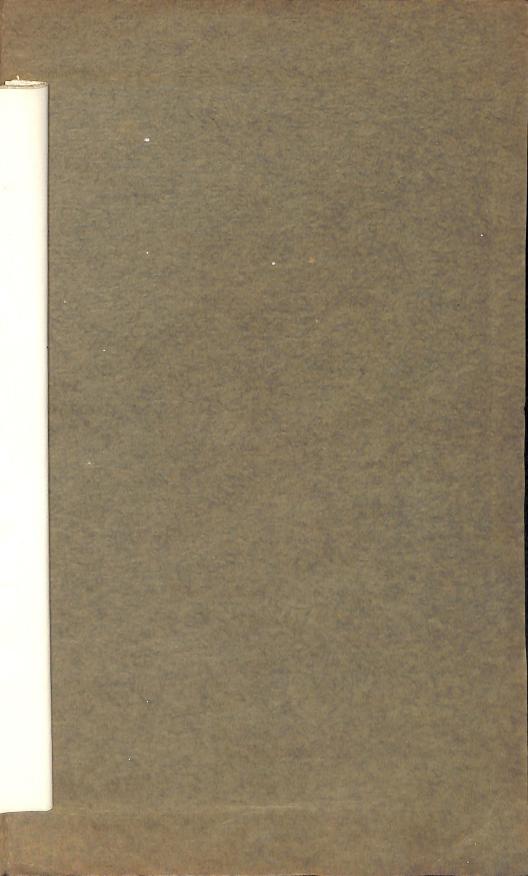
THE WUNDERLICH SHOW CASE.



A Variation.

Our artist has shown in the illustration on page 13 the effect of introducing crystal instead of metallic sides to a Wunderlich Show Case. It will be noticed that in this instance a greater depth is given to the Case, so that the contents may be as readily seen from either side as from the front. The idea is but one of many, simply to show the adaptability of the cases to any possible requirement. A very large variety of designs are already in existence, and will always be held at the disposal of customers.







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